



**Swiss International
Institute Lausanne**

CORPORATE IDENTITY AND BRAND GUIDELINES

2022

LOGOTYPE | Options

ON A LIGHT BACKGROUND



Horizontal version
of the logotype



Vertical version
of the logotype



Horizontal version for
small logo sizes



Possible version
without the name

ON A DARK BACKGROUND

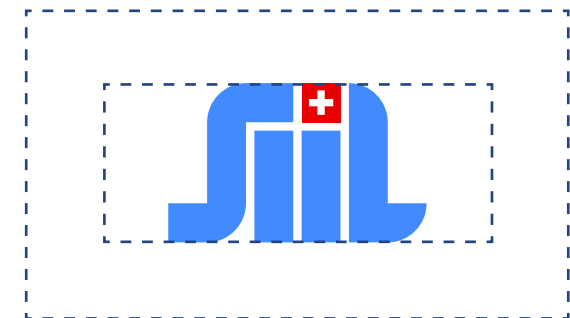


LOGOTYPE | Protected Area



Leave the area around the logo clear of text and other graphic elements. The protected field of the SIIL is equal to double down-stroke of the logo.

In critical cases, it is allowed to reduce the protected field but not more than twice.



LOGOTYPE

Prohibited Use



Do not
change the
color



Do not apply
effects



Do not
frame



Do not
change
the text



Do not add
elements

Swiss
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Do not use text
without
logotype



Do not place
on a soft back-
ground



Do not
change the text
position



Do not
change the
font



Do not
rotate
the logotype



Do not change
the logo's
graphics



Do not
change
the proportions

COLOUR

Main corporate colors



#428BFF

R = 66
G = 139
B = 255

C = 70
M = 45
Y = 0
K = 0



#E80000

R = 232
G = 0
B = 0

C = 0
M = 100
Y = 100
K = 0



The main corporate color is blue. It is used as the core color in all design layouts.

It is acceptable to paint additional elements in a darker or lighter version the main blue color up to light and dark blue.

The use of red is minimal. It allows to accent certain areas.

TYPEFACE

Corporate typography

IBM Plex sans

IBM Plex sans

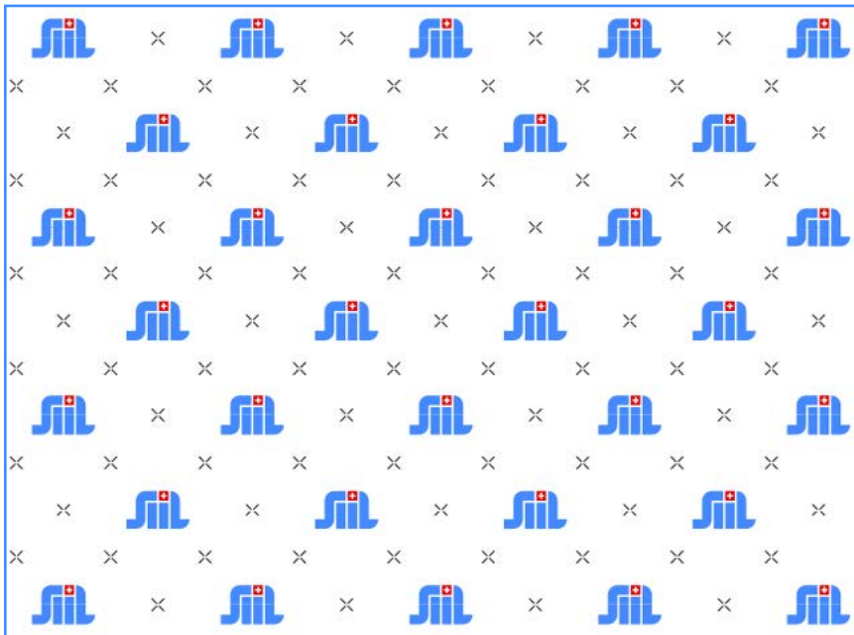
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
« » „ “ : ; ? ! @ # \$ % & * ()

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
« » „ “ : ; ? ! @ # \$ % & * ()

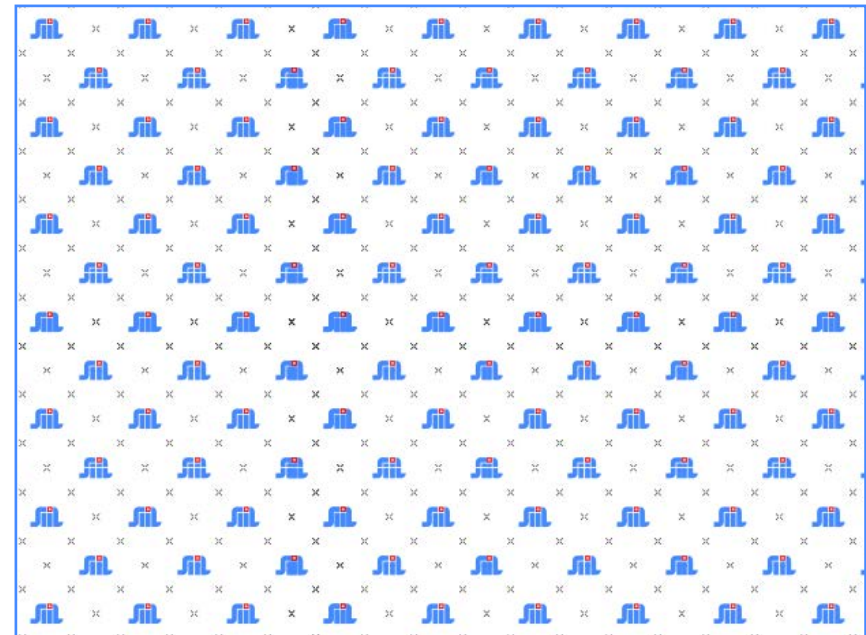
The main corporate font is IBM Plex Sans. This font in Bold is used in the brand logotype. You can also use this typeface to design text layouts. The main font styles are Bold and Regular. If necessary, any font styles of this typeface can be used.

PATTERN

Corporate pattern



The corporate pattern can be used as a background in printed and web layouts, making corporate products more diverse.



It is allowed to increase or decrease the scale of the pattern depending on your needs.

TYPOGRAPHY

Letterhead



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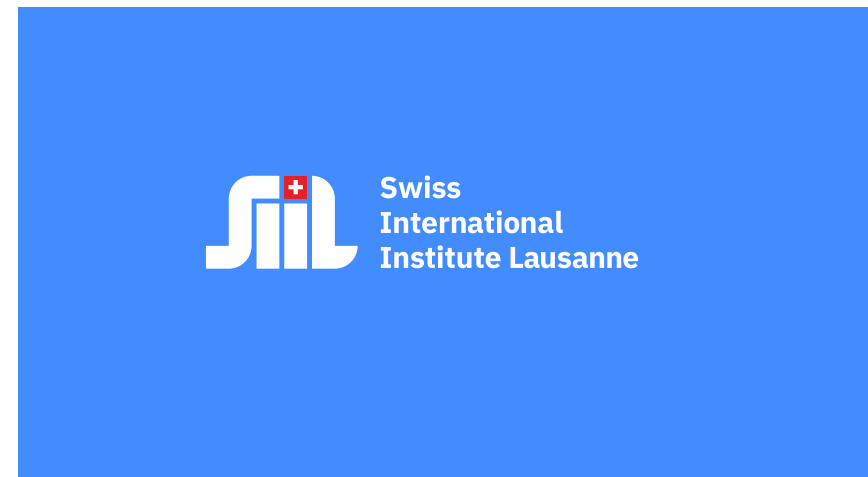
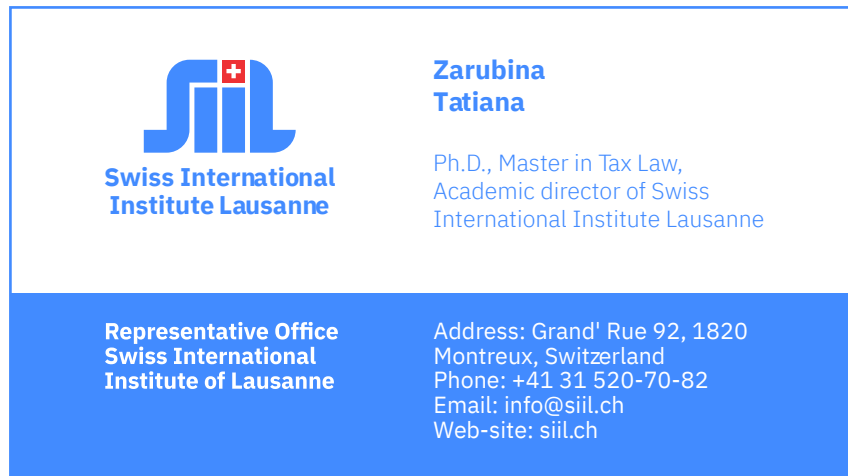
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The letterhead is developed for business documents. It contains the logo and details of the institute.



TYPOGRAPHY

Business card



A business card has both in one-sided and two-sided versions. All important information is placed on the front side.

The backside of the business card is optional. It performs image and decorative functions.



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